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## DAY 1

### 11 November 2015 ECR Baltic Forum pre-events:

#### 11:00 - 17:00 Fazer Factory and Baltic Logistic Solutions Distribution Centre visit

- 11:00** Registration in Radisson Blu Hotel Latvia lobby
- 11:15** Departure
- 12:00** Fazer Factory visit guided by Ainars Mačivka, Fazer Bakery Baltic Production Manager Latvia and Mindaugas Snarskis, Fazer Bakery Baltic Managing Director
- 13:20** Lunch break
- 14:00** Departure from Fazer factory
- 14:45** Baltic Logistics Solutions Distribution Centre visit guided by Marijus Jankūnas and Ainārs Jašēvičs, warehouse process manager, BLS
- 16:00** Role of pallet pooling in supply chain by Marcin Brzuszkiewicz, Baltics Manager, Chep
- 16:15** Networking coffee break at BLS
- 16:45** Back to Radisson Blu Hotel Latvia



## DAY 2

### 12 November 2015 ECR Baltic Forum:

#### 9:00 - 19:00 ECR Baltic Forum - Creating Value Together, Radisson Blu Latvia, Elizabetes 55, Riga

- 9:00** Registration and Welcome Coffee
- 10:00** Opening by ECR Baltic Board, Edgars Pentjuss, Managing Director ECR Baltic
- 10:10** FMCG and Retail panel session (confirmed panelists: Gundega Martinsone, RIMI Baltic; Mika Ylinen, Prisma; Edīte Strazdiņa, LACA representing primary food manufacturers/farmers) moderated by Daniels Pavljuts, ex Minister of Economics in Latvia.
- 10:55** Comprehensive Economic and Trade Agreement (CETA) and it's benefits by Ambassador Extraordinary and Plenipotentiary of Canada in Latvia, Estonia and Lithuania H.E. Dr. Alain Hausser
- 11:10** 50 Shades of Shopping, how a pie can destroy your business by keynote speaker: Mark Taylor, writer
- 11:55** Questions

**12:00 - 13:15** Lunch break and networking at marketplace

#### 13:15 - 15:00 Supply Chain and Technology sessions

- 13:15** Introduction by Rolands Klindžāns, Rimi Baltic Strategic Project Manager, ECR Baltic SC and Digital Committee
- 13:20** RailBaltica – new opportunities for supply chains in Baltics by Neils Balgalis, Managing Director, Grupa93
- 13:40** Forecasting and replenishment by RIMI Baltic and SAP, Dr. Sc. Ing. Oksana Soshko, Rimi Baltic
- 14:00** Speed Docking, Mateusz Boruta, ECR Poland
- 14:20** Introducing ECR Europe VMI (Vendor Managed Inventory) guide by Hele Hammer, Tallinn University of Technology
- 14:35** Coomor Kaubandus OÜ: 20 years of VMI by Indrek Lepik, Head of sales and purchase department, Coomor Kaubandus OÜ
- 14:55** Questions

**15:00 - 15:30** Coffee break

#### 15:30 - 17:20 Shopper and closing sessions

- 15:30** Opening by Konrad Kowalik, Danone, ECR Baltic Shopper Committee
- 15:40** Competition law and anti-trust compliance in retailer-manufacturer collaborative demand side projects by Una Petrauska, Attorney at Law, Head of KPMG Law Firm (Latvia)
- 16:00** Category Management and Shopper Marketing business case in dairy category by Iwona Techmanska Category Development Manager, Danone Polska
- 16:25** Baltic consumer and shoppers insight by Ilze Kronberga, GfK.
- 16:50** Closure and Introduction to the next day shopper marketing master-class
- 17:00** Vine trends in Latvia by Mārtiņš Barkāns, owner Abavas vīni

**17:20 - 19:00** Reception and business mixer at marketplace

## DAY 3

### 13 November 2015 ECR Baltic Forum:



#### 9:00 - 16:30 Shopper Marketing Master-Class with Ken Hughes, the leading shopper behaviouralist

- 9:00** Registration and Welcome Coffee
- 9:30** Session sponsor introduction by Giedrius Oliškevičius, general manager Sorbum Group
- 10:00** What is Shopper Marketing? History of grocery, retail evolution, differences from CM practice, Shopper v Consumer Marketing
- 10:30** The forces shaping global retail today – a changing retail landscape
- 11:00** The habitual shopper. An introduction to auto-routine and operational retailing and the opportunities that exist in shifting to an Emotive focus
- 11:30 - 11:45** Break for Refreshments and Casual Discussion
- 11:45** The 5 senses of retailing: Illustrating how using each of the 5 senses the shopper can be engaged and encouraged to impulse buy. A blend of case study work is used from across the globe to illustrate in-store success.

#### 13:00-14:00 Lunch

- 14:00** An introduction to Behavioural Economics and how understanding the science of decision making can be used in retail to influence sales. Ultimately Shopper Marketing is a behavioural science and so this consumer psychology element is essential to understand
- 15:00** Shopper Insight Research Approaches: How the fields of experimentation, ethnography (observation) and biometrics (neuro-marketing) are becoming the key growth areas for shopper insight. Case studies and approaches
- 15:30** The impact of Big Data & Predictive Analysis on shopper marketing
- 15:45** The way forward?  
Key structures and barriers to effective Shopper Marketing
- 16:00 - 16:30** Audience Q&A (including Client panel discussion if appropriate).

### Forum speakers:



**Mark Taylor**  
Writer & Keynote



**Ken Hughes,**  
Leading Consumer,  
Shopper Behaviouralist,  
Playologist & Keynote



**Mr. Daniels Pavluts,**  
ECR Baltic Forum 2015 moderated  
and keynote by international  
economic development consultant,  
former Minister of Economics of Latvia



**H.E. Dr. Alain Hausser,**  
Ambassador Extraordinary  
and Plenipotentiary of Canada  
in Latvia, Estonia and Lithuania



**Gundega Martinsone,**  
Currently work as Retail  
Business Development  
Director for  
Rimi Baltic.



**Edīte Strazdiņa,**  
CEO Musmāju Dārzeni,  
Latvian Agriculture  
cooperatives Association,  
ECR Baltic Board



**Konrad Kowalik,**  
CEO Danone



**Giedrius Oliškevičius,**  
Sorbum group



**Iwona Techmanska,**  
Category  
Development Manager,  
Danone Polska



**Dr. Sc. Ing. Oksana Soshko,**  
RIMI Baltic,  
Forecast & Replenishment  
process owner



**Mika Ylinen,**  
Prisma



**Neils Balgalis,**  
Managing Director,  
Grupa93



**Hele Hammer**  
Tallinn University  
of Technology



**Indrek Lepik,**  
Head of sales and purchases  
department in  
Coomor Kaubandus OÜ.



**Una Petrauska,**  
Attorney at Law,  
Head of KPMG Law Firm



**Ilze Kronberga**  
GfK



**Martins Barkans,**  
Owner Abavas Vīni



**Mateusz Boruta,**  
ECR Poland



**Edgars Pentjuss,**  
ECR Baltic



**Ainārs Jaševičs,**  
BLS



**Mindaugas Snarskis,**  
Fazer



**Ainārs Mačivka,**  
Fazer



**Rolands Klindžāns,**  
Rimi Baltic



**Marcin Brzuszkiewicz,**  
Chep

## Who can join ECR Baltic?

Any retailer, manufacturer, supplier, industry association or service provider can join ECR Baltic once that company is committed to the ECR vision of “working together to fulfil consumer wishes better, faster at less cost and in a sustainable way”.

### Our mission

Promote the development & adoption of better practices for joint retailer/supplier initiatives. We encourage active and voluntary collaboration on non-competitive matters between all involved parties.

### Our vision

Companies along the consumer goods value chain are “working together to fulfil consumer wishes better, faster, at less cost and in a sustainable way.”

### ECR Baltic Members:



ECR Baltic Forum official twitter hashtag #ECRBaltic (post your questions to the presenters online, the best question will be awarded at the end of the forum).



### ECR Baltic

O Brivibas 149, Riga, LV-1012, Latvia  
T +371 26546645  
E [info@ecr-baltic.org](mailto:info@ecr-baltic.org)  
Skype [ecr.baltic](https://www.skype.com/en/contacts/ecr-baltic)  
W [www.ecr-baltic.org](http://www.ecr-baltic.org)

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